

## Message Text

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ORIGIN CU-06

INFO OCT-01 ARA-14 ISO-00 USIA-15 /036 R

DRAFTED BY CU/PC: JQBLODGETT:EAL  
APPROVED BY CU/PC: JQBLODGETT  
CU:MMARCY  
CU/ARA:JBRIGGS

-----058856 101830Z /45

R 101645Z MAR 78  
FM SECSTATE WASHDC  
TO AMEMBASSY BRASILIA  
AMEMBASSY BUENOS AIRES  
AMEMBASSY CARACAS  
AMEMBASSY MONTEVIDEO  
AMCONSUL SAO PAULO

UNCLAS STATE 061935

E.O. 11652: N/A

TAGS:SCUL, OTRA

SUBJECT: INTERNATIONAL CORPORATE CITIZENSHIP PROGRAM

REF: STATE 50293, CARACAS 2065, SAO PAULO 641, BRASILIA  
1582, RIO DE JANEIRO 936 (NOTAL)

1. IN VIEW OF THE PREOCCUPATION OF POSTS IN VENEZUELA AND  
BRAZIL WITH THE PRESIDENTIAL VISIT DURING THE WEEK OF  
MARCH 27, AND SINCE BLODGETT'S SCHEDULE WILL NOT PERMIT  
TRAVEL TO LATIN AMERICA AT ANY OTHER TIME IN THE NEAR  
FUTURE, BLODGETT'S VISIT IS POSTPONED UNTIL FURTHER NOTICE.  
AL WICHTRICH OF AMCHAM MEXICO WILL, HOWEVER, PROCEED AS  
PLANNED TO MEET WITH AMCHAM OFFICIALS IN MONTEVIDEO AND  
BUENOS AIRES. WICHTRICH TRAVEL WILL BE PERFORMED UNDER HIS  
CONTRACT WITH THE WASHINGTON-BASED INTERNATIONAL MANAGE-  
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MENT AND DEVELOPMENT INSTITUTE, WHICH IS IN TURN UNDER  
CONTRACT TO CU FOR CERTAIN ASPECTS OF THE INTERNATIONAL  
CORPORATE CITIZENSHIP PROGRAM. AS WICHTRICH WILL MAKE HIS  
OWN APPOINTMENTS AND LOGISTICAL ARRANGEMENTS IN COOPERA-  
TION WITH THE US CHAMBER OF COMMERCE AND AACCLA, NO POST  
SUPPORT WILL BE NECESSARY.

2. IN THEIR DEALINGS WITH LOCAL AMCHAMS AND AMERICAN  
MULTINATIONALS ON THE SUBJECT OF CORPORATE CITIZENSHIP

AND SOCIAL RESPONSIBILITY IN THE HOST COUNTRY, POST  
OFFICERS SHOULD UNDERSTAND (AND TRY TO MAKE THE AMCHAMS  
UNDERSTAND) THAT NEITHER THE USG NOR AACCLA IS SEEKING  
TO IMPOSE ON THEM A WASHINGTON-CONCEIVED SET OF STANDARDS  
OR GUIDELINES FOR CORPORATE BEHAVIOR. WE URGE ONLY THAT  
THE MNC'S ALLOT MORE MANAGEMENT ATTENTION IN THE EVOLUTION  
OF THEIR CORPORATE STRATEGY TO AN ASSESSMENT OF THE  
POLITICAL, SOCIAL AND CULTURAL DYNAMICS OF THE HOST  
COUNTRY AND OF THE LOCAL COMMUNITIES IN WHICH THEY ARE  
ESTABLISHED, AND THAT THEY SEEK TO HARMONIZE THEIR  
BUSINESS AND SOCIAL PROGRAMS TO THOSE DYNAMICS. THIS IS  
CLEARLY IN BOTH THE CORPORATION'S AND USG'S INTEREST AND  
A GROWING NUMBER OF MULTINATIONAL POLICY MAKERS SEE IT  
AS SUCH. CU (AND AFTER APRIL 1 ICA) IS WORKING DURING THE  
BALANCE OF FY 78 TO WIDEN THE CORPORATE ACCEPTANCE OF  
THESE CONCEPTS AND TO STRENGTHEN GOVERNMENT/BUSINESS  
COOPERATION IN THE ENVIRONMENTAL ASSESSMENT PROCESS.  
ALTHOUGH WE HOPE TO CONDUCT SOME CONFERENCES ON THIS  
TOPIC IN SELECTED OVERSEAS REGIONAL CENTERS IN COOPERA-  
TION WITH THE LOCAL AMCHAMS, WE ARE RELYING ON THE US  
CORPORATE HEADQUARTERS TO ISSUE IN-HOUSE GUIDELINES AND  
PROVIDE THE NECESSARY TOP MANAGEMENT STIMULUS, AS  
SEVERAL DOZEN HAVE ALREADY DONE.

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3. WE WOULD WELCOME YOUR JUDGMENT AT THIS POINT AS TO  
WHETHER YOUR AMCHAMS HAVE THE CAPABILITY AND INTEREST TO  
HOST SUCH CONFERENCES ON A SELF-FINANCING BASIS ON THE  
UNDERSTANDING THAT THE PARTICIPATION OF BUSINESS AND  
GOVERNMENT PANELISTS FROM THE US WOULD BE AT NO COST TO  
THE CHAMBERS. THIS QUESTION WILL ALSO BE RAISED BY  
WICHTRICH WITH THE CHAMBERS DURING HIS FORTHCOMING VISIT.  
VANCE

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Status:** NATIVE  
**Subject:** INTERNATIONAL CORPORATE CITIZENSHIP PROGRAM  
**TAGS:** SCUL, OTRA, OEXC  
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**Type:** TE  
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